

11/16/11

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
November 16, 2011
Final

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Board Members

Jack Sanborn Dorothy Slye
Ira Mae Bruce Mike Loera
Kati Curle

Attendees

Kate Wilkes Jessi Stone Meghan Dunn Lilia Howard
Laurie Gallup Brittany Rounds Don Davis Meridith South
Karen Harrell Nancy Sandler Dave Barnett Gina Gregory

1. CALL MEETING TO ORDER

Jack Sanborn called the meeting to order at 3:05 pm.

2. ADDITIONS OR CORRECTIONS TO AGENDA

Mike Loera requested adding discussion regarding FAM tours.

3. APPROVAL OF MINUTES

The Board reviewed minutes of October 19, 2011 meeting. Ira Mae Bruce made a motion to approve; Dorothy Slye seconded; minutes were approved.

4. FINANCIALS

Kate Wilkes presented the financial reports. Bed tax collections for 2010-2011 were up 35% over 2009-2010, and up 17% over 2008-2009. Jack Sanborn requested identification of benchmark year. Ira Mae Bruce made a motion to approve financials; Kati Curle seconded; motion passed.

5. STATISTICS

Kate Wilkes presented statistics reports. She will ask Greg Schnoor at Jumpstart to clarify his note regarding drop-off in website visits and the reason.

6. RECOMMENDATIONS FROM SOUTH END COMMITTEE

- A. Recommend approval of grant to Navarre Beach Marine Science Station for \$7,696 to expand programming. This does not include \$5,000 requested for marketing. Marketing for the activities will be done in house and included in TDC marketing. Dorothy Slye made a motion to approve; Ira Mae Bruce seconded; motion passed.
- B. Hunter Walker requested TDC and Chamber input regarding concessions on Navarre Beach. A separate meeting will be scheduled to discuss.

7. NORTH END RECOMMENDATIONS/UPDATES

- A. Request to BOCC to have Santa Rosa County be designated as The Outdoor Recreation Capitol. Ira Mae Bruce made a motion to approve; Mike Loera seconded; motion passed.
- B. Naming Beaches to Woodlands Parkway is back before the legislature.
- C. 110 exit sign will be changed from Navarre to Navarre Beach.

D. At NE Committee meeting, Robin Punyko encouraged everyone to shop local during the week of National Shop Local Day, November 26.

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8. MDi Plan

Meridith South said they are glad to be back for another year. Don Davis presented information on market trends. Meridith South reviewed the list of goals from the north and south committees. Dave Barnett presented creative samples. Gina Gregory provided information about two FAM tours planned for next year. Sand Sculpting will continue and will be paid for with BP funds. Since BP requires those funds be spent before May, Kate Wilkes will request a waiver from BP to hold those funds until September.

Meridith South presented a BP media plan and the media plan for 2011-2012 for regular advertising funds. She explained why some co-op opportunities require short notice response and she assured everyone that co-op opportunities are still available. Some of the publications and internet marketing included in the media plan were questioned and tracking statistics were requested. In December, Meridith South will review media plan and tracking statistics with north and south end committees and present to board for approval. To allow MDi to meet deadlines for upcoming ads, Mike Loera made a motion to approve Regional advertising for \$25,656.94, and Golf advertising for \$9,122.45. Dorothy Slye seconded and motioned passed.

Website review meeting will be scheduled for week after Thanksgiving.

9. Directors Report

Kate Wilkes reported that BOCC approved TDC request regarding safety concerns at intersection of Hwy 98 and Navarre Beach Causeway and they sent letter to DOT.

BOCC also approved TDC request regarding National Seashore and TDC wishes for road to be rebuilt/reopened after damage from storms and construction of additional parking along the road between Navarre Beach and Pensacola Beach. They sent a letter to Superintendent Brown at Gulf Islands National Seashore.

10. FAM Tours

Mike Loera provided more information about partnering with military ticket offices (ITT) and he suggested providing a FAM tour for ITT employees from military bases in our drive to market and attending military travel shows in those areas.

Meeting adjourned at 4:55 pm.